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(21) International Application Number: PCT/GB98/03483 (22) International Filing Date: 23 November 1998 (23.11.98) (30) Priority Data: 97309409.7 21 November 1997 (21.11.97) EP (71) Applicant (for AU BB CA CY GB GD GH GM IE IL KE LC LK LS MN MW NZ SD SG SL SZ TT UG ZW only): UNILEVER PLC [GB/GB]; Unilever House, Blackfriars, London EC4P 4BQ (GB). (71) Applicant (for all designated States except AU BB CA CY GB GD GH GM IE IL KE LC LK LS MN MW NZ SD SG SL SZ TT UG ZW): UNILVER N.V. [NL/NL]; Weena 455, NL-3013 AL Rotterdam (NL). (72) Inventors; and (75) Inventors/Applicants (for US only): BADLEY, Robert, Andrew [GB/GB]; 19 Wellpond Close, Sharnbrook, Bedford MK44 1PL (GB). BERRY, Mark, John [GB/GB]; 2 Fitzwilliam Leys, Higham Ferrers, Northamptonshire NN10 8LY (GB). HOWELL, Stephen [GB/GB]; 10 Heacham Way, Higham Ferrers, Northamptonshire NN10 8LX (GB).		(74) Agent: KEITH W. NASH & CO.; 90-92 Regent Street, Cambridge, CB2 1DP (GB). (81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG). Published With international search report.

(54) Title: IMPROVEMENTS IN OR RELATING TO DISPLACEMENT ASSAYS**(57) Abstract**

Disclosed is a method of detecting the presence of an analyte of interest in the sample, the method comprising the steps of: reversibly immobilising on a first surface a displaceable moiety; exposing the first surface to a sample comprising the analyte of interest, the analyte of interest specifically displacing the displaceable moiety from the first surface; causing the displaceable moiety displaced from the first surface to contact a second surface bearing a capture moiety which specifically binds to the displaceable moiety, so as to capture the displaceable moiety on the second surface, said capture generating a detectable signal; and detecting the signal.

